

In The Claims

Please amend the claims as follows.

1. (Currently amended) A method for formation of a radio frequency antenna of a predetermined pattern on a surface of a substrate, comprising:

 applying a metal layer to a surface area of the substrate,

 applying an etchant to the predetermined pattern to the metal layer using a flexographic printing press and thereafter removing a portion of the metal layer comprising all metal within the surface area on the substrate other than metal in the predetermined pattern comprising the antenna, and

 placing a holographic image ~~or optical structure~~ on the metal of the antenna.
2. (Previously presented) A method as in claim 1 wherein the step of removing the portion of the metal layer results in the formation of a plurality of antennas.
3. (Previously presented) A method as in claim 2 further comprising subdividing the substrate into a plurality of segments, each segment having contained thereon a single antenna of the plurality of antennas.
4. (Previously presented) A method as in claim 2 wherein at least two antennas of the plurality of antennas are of different shapes.
5. (Previously presented) A method as in claim 2 wherein at least two antennas of the plurality of antennas are of different metal thicknesses or densities.

6. (Previously presented) A method as in claim 1 herein the antenna comprises at least two portions, one of the portions having a density of metal different from another of the portions.

7. (Previously presented) A method as in claim 1 wherein the substrate comprises a web material.

8. (Previously presented) A method as in claim 7 wherein the web material is selected from the group consisting of film and paper.

9. (Canceled)

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Canceled)

14. (Previously presented) A method as in claim 1 wherein metal is placed on both sides of the substrate.

15. (Previously presented) A method as in claim 14 wherein antennas are formed by demetallization on both sides of the substrate.

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Currently amended) A method for formation of a radio frequency antenna of a predetermined pattern on a surface of a substrate comprising applying a metal layer to a surface area of the substrate, applying an etchant ~~in an inverse pattern~~ to the predetermined pattern to the metal layer and thereafter removing a portion of the metal layer comprising all metal within the surface area on the substrate other than metal in the predetermined pattern comprising the antenna, further comprising a demetallized web containing the antenna to a cold foil stamping process whereby the antenna is transferred to a second web through a marrying zone registration.

23. (Previously presented) A method as in claim 22 further comprising having registration indicia placed on the substrate and the second web and passing the substrate containing the demetallized antenna and the second web through a marrying zone in registration.

24. (Previously presented) A method as in claim 23 wherein the registration is accomplished by adjusting linear speed of either of the substrate or the second web relative to the other.

25. (Previously presented) A method as in claim 24 wherein adjustment of the linear speed is controlled by a microprocessor.

26. (Canceled)

27. (Canceled)

28. (Canceled)

29. (Canceled)

30. (Canceled)

31. (Previously presented) A method as in claim 15 wherein antennas on each side of the substrate are of different shapes.

32. (Previously presented) A method as in claim 15 wherein antennas on each side of the substrate are of different metal thicknesses or densities.

33. (Previously presented) A method as in claim 15 wherein antennas on each side of the substrate are of a single shape.

34. (Previously presented) A method as in claim 15 wherein antennas on each side of the substrate are of a single metal thickness or density.